

SWOT ANALYSIS OF HYUNDAI



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Strengths

- Recognized global brand, ranked 35th in value
- Diverse vehicle range, from small cars to luxury
- Competitive pricing strategy for cost-conscious consumers
- Large-scale, efficient manufacturing capabilities



Weaknesses

- Lower prestige compared to luxury competitors
- Sedan-focused lineup in SUV-favoring market
- Underperformance in the critical Chinese market
- High operating costs and perceived quality issues



Opportunities

- Expansion potential in the booming SUV segment
- Growth prospects in emerging economies with rising incomes
- Scope in eco-friendly and autonomous mobility solutions
- Potential for strategic tech partnerships and Genesis brand growth



Threats

- High competition from established automotive giants
- Cost pressures from rising prices of raw materials
- Compliance costs with stringent global emission regulations
- Market disruption by electric vehicle (EV) startups
- Sensitivity to economic downturns impacting sales